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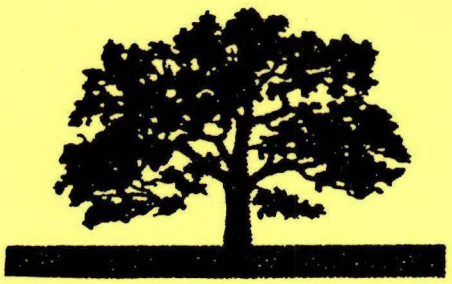

# *Pilot Fee Demonstration Project Evaluation: Visitor Surveys on the Enterprise Zone, Phase I--Before Fee Implementation*

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## *Executive Summary*

In recent years federal land management agencies have been receiving decreased federal appropriations or steady-state budgets that did not meet inflation. At the same time, visitation to federal lands has increased. The result has been the degradation of many sites, facilities and amenities. Sites located near large urban populations may suffer the most adverse impacts. One such site--called the Enterprise Forest Zone which includes the Angeles, Cleveland, Los Padres and San Bernardino National Forests--in southern California has suffered adverse impacts. This Zone is one of 48 fee demonstration sites initially approved by the Forest Service for fee implementation. Because of the scope of the Enterprise Zone fee project, the proximity to urban populations and the non-anchored fee structure, this area becomes an important one for evaluation. The research described in this report is based on the first phase of a panel study which measures the perceptions of visitors to the Enterprise Forest before the implementation of the pilot fee. The sample included 593 people located at various recreation sites on 18 Ranger Districts across the four forests from January through April, 1997. These visitors were contacted on weekends and weekdays.

Results indicate that current visitors are mostly white, college educated individuals who earn moderate incomes. Most engaged in "low investment" activities such as hiking, sightseeing, and picnicking on the National Forests. Low investment means that little time planning and little money need necessarily be spent by individuals to engage in these activities. Most of the respondents were high-use visitors--namely, those who visited the Forest(s) 6 or more times each year. Most of the respondents lived an hour or so away from the Forest(s). The majority of the respondents had not heard about the fee program. Those who had heard of it learned about it via the newspaper. Many did not understand the reasons for a fee program. About half had spoken with a Forest Service employee in the last two years, and the vast majority of those said that the contact was positive. The respondents were satisfied with some current (prior to fee implementation) forest conditions--access, facilities, and the fee structure. Most had paid some money in the past year to enter a public outdoor recreation site. However, most did not understand the need for a fee program (not surprising given few had heard of the program). Many said they thought the fee program would <u>not</u> impact either the number of times they visit the forest or the activities in which they engage on the forest. Their preferences for daily fee amounts was in range of the actual fee implemented (most said $3-$5), while the annual fee was lower than the actual fee implemented (most said $25 or less). Respondent opinions about how the fees should be used had a decided environmental focus and included items that might be salient for a holistic recreation experience (for example, litter removal, protection of wildlife, preservation of trees, etc.). Their preferences for getting information about the program were via newspapers and magazines. And the best places for the purchase of permits included having permits available on-site, by phone or mail, gas stations, supermarkets and automobile clubs.

Correlations, ANOVAs, and other statistical tests suggest that important variables include whether the respondent has paid before for an outdoor recreation experience, whether they are low use or frequent visitors to the forests, and whether or not they have had contact with a forest employee in the last two years. These variables impact their perceptions about the need for the program, the potential effects of the program, and the fee structure. Recommendations are made for generating public support, where passes should be made available, and about the nature of public contact.

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## *Introduction*

For years federal land management agencies have been receiving decreased federal appropriations or steady-state budgets that did not meet inflation. At the same time, visitation to federal lands has increased. The result has been the degradation of many sites, facilities and amenities. Sites located near large urban populations may suffer the most adverse impacts. The four urban national forests of southern California (Angeles National Forest, Cleveland National Forest, Los Padres National Forest, San Bernardino National Forest) are a case in point. Over the past decade their federal appropriations have decreased an average 30 percent while their visitor base has been increasing. According to their pilot fee plan, there is not enough money to maintain the ecosystems, let alone facilities such as restrooms, campgrounds and trails, at minimum safety standards.

Recreation fees have been collected at specific developed recreation sites under the authority of the Land and Water Conservation Fund Act of 1965. The revenue collected was earmarked for recreation land acquisition, with 15 percent retained at the site to administer the fee collection. There was no provision for universal or access fees.

The Omnibus Consolidated Rescissions Act (P.L. 104-134) was enacted in 1996. This Act allows a 3-year pilot testing of a fee program on federally managed lands. The fees may be collected for access, and 80 percent of the fees collected are to be retained at the area where they were collected. For some agencies, like the USDI National Park Service, the 1996 Omnibus Consolidated Rescissions Act generally meant increasing entrance fees that had been instituted years ago. For other agencies, like the USDA Forest Service, this generally meant enacting new fees. There may be a difference in expectations for those people who have previously paid to enter a site and those who have not. The leisure literature suggests that those who have paid fees previously have a "pricing anchor" which sets up certain expectations (McCarville, 1996). Those who have not previously paid to enter an outdoor public recreation area may not have an "anchor" and may perceive the impacts of such a fee to be negative. Again, the impacts to urban areas might be greater due to the number of people who will now face a fee to recreate on public lands (when they had not paid before). Additionally, urban sites are more likely to have a culturally and racially diverse visitor base, and fees may impact these visitor groups differentially. Thus, environmental justice may be an issue in urban areas. Studies of visitors to day-use recreation sites in southern California national forests (Chavez & Mainieri 1995; Chavez, Winter & Mainieri 1995a; Chavez, Winter & Mainieri 1995b), show an ethnically and racially diverse visitor base with an average 40 percent identifying themselves as minority group members.

The USDA Forest Service initially approved 48 fee demonstration sites across the United States in accordance with the enabling legislation. The projects selected are diverse in scope and activity. In some cases the pilot may be for particular activities like motorized trail access (Rampart Range, Colorado), bear viewing (Tongass National Forest/Alaska Department of Fish & Game), and camping (Fishlake National Forest, Utah). In other cases, the fee pilot might be on a larger scale which would allow visitors to access, use, and park on the national forest. The four national forests in southern California (Enterprise Forest) is an example of the latter. The Enterprise Forest (also called the "Enterprise Zone") pass program focuses on dispersed recreation values, thus it encompasses all recreation activities and sites where fees have not yet been collected. The recreation pass, termed the "Recreation Adventure Pass," would be offered in two forms, a daily pass and an annual pass. Because of the scope of the project, the proximity to urban populations and the non-anchored fee structure, this area becomes an important one for evaluation.

The Enterprise Forest came from a vision to operate in a more business like manner, providing the public with quality goods and services while simultaneously establishing a more stable funding base. The vision was to create a regional approach to providing recreational experiences that the customers valued and were willing to pay for. The Fee Demonstration Pilot Team included Vera DeWitt, Raina Fulton, Clem Lagrosa, Janna Larson, Ernie Martinsen, Tom Spencer, Susan Swinson, Don Trammell, and Linda Brandli of TRIAD Communications (consultant). Additional technical assistance was provided by 30 other people. The fee collection model proposed by the Enterprise Forest had several organizational elements including finance, operations, training, monitoring and evaluation, and marketing.

Currently there is little effort underway to study the implementation of fees across the land management agencies. Nor is there much by way of a consistent national effort within agencies to evaluate the programs. How then can we evaluate the fee pilots? There are limited data available from recreation use and reservations systems. Within the Forest Service a few studies are being proposed, and fewer have been completed. This paper will report the results of one study now completed on the Enterprise Forest in southern California.

There are several topics of interest that could be studied related to the evaluation of the fee program. These include knowledge level of visitors, communication patterns and preferences, perceptions of the impacts the program would have on visitation patterns (including displacement from the national forests), environmental justice impacts (such as differential impacts to ethnic minority groups and the potential changing ethnic group use patterns). All these issues were addressed in the current study. There are also many approaches that could be taken to address this myriad of issues. For example, one might study

the issues raised by managers and their actions as they progress toward the implementation of the fee program, one could study the potential visitors to the national forests to determine what barriers exist to their visitation and whether fees would be considered an additional barrier, one could conduct focus groups of potential forest visitors to study some particular issues in-depth, or one could contact current visitors for their perceptions about the fee program. The latter approach was taken for this study.

### *Statement of Purpose*

The research described in this report is based on the first phase of a panel study which measures the perceptions of current visitors to the Enterprise Forest. This first phase of the panel study contacted visitors at sites across the Enterprise Forest prior to the implementation of the fee pilot. A second and third phase expects to contact the same people by mail at two points (6 months and 18 months) after the implementation of the program. Though a cross-sectional study could measure the perceived impacts of a fee pilot, the panel study will assist in measuring the actual impacts. Thus, a key focus of this research is to determine the actual impacts associated with the program for visitors to the Enterprise Forest

### *Research Methodology*

A five-page questionnaire (in both English and Spanish) was constructed with questions related to current use of the forests, satisfaction with facilities and present fees, possible impact (if any) of the pass on use, and opinions regarding a reasonable pass. (See Appendix A.) The self-administered questionnaires also asked for demographic information.

Because we were interested in the impacts that the pass might have across divergent land-use sites and populations, all recreation sites in the Enterprise Zone were clustered according to type of use. The most common activity was ranked first, second most common second, and the third most common activity third. Then the most common activity in each particular site was ranked according to the "investment level" below:

"High": skiing, off-highway vehicle, equestrian, boating

"Medium": back packing, overnight camping, fishing, mountain biking

"Low": picnicking, sightseeing, hiking, driving for pleasure, watching wildlife

The four forests do not have an equivalent amount of use; therefore each forest was sampled with probability proportional to use. A list of sites for each of the three investment

categories listed above (i.e., "high," "medium," and "low") was created across the forests. From this list, sites were randomly selected creating the following:

Angeles: 13 sites.

Three sites were randomly selected from each investment level, plus two sites randomly selected across all three investment levels, plus two sites randomly selected across all three investment levels as alternate locations in case of closures or no visitors.

The final list of sites visited in Angeles National Forest was:

Bear Canyon, Bear Flat/Icehouse, Crystal Lake, Delta Flats, East Fork, Green Valley, Rincon Route, San Gabriel, Spring Camp, West Fork Mt. Baldy R.D., Wildwood, Valley Forge, & West Fork Arroyo Seco R.D.

Cleveland: 3 sites.

One sight was randomly selected from each investment level. The final list of sites visited in the Cleveland National Forest was:

Oak Grove, Ortega Falls, & Wildomar.

Los Padres: 5 sites.

One sight was randomly selected from each investment level, plus two sites randomly selected across all three investment levels. The final list of sites visited in the Los Padres National Forest was:

Ballinger, Big Cone, Cross, Goldhill, & Wheeler Gorge

San Bernardino: 9 sites.

Three sites were randomly selected across each investment level. The final list of sites visited in the San Bernardino National Forest was:

Baldy Mesa, Baylis Park, Humber Park, Lake Hemet, Pinnacles Off Highway Vehicle, Rim Nordic, Rock Camp, South Ridge Spring, & Switzer Park.

In addition, "weekday" versus "weekend" was randomly designated for each of the selected sites in proportion to the estimated proportion of visitor use (i.e., 20% weekday, 80% weekend).

The target number of questionnaires was approximately 400 in order to obtain sufficient statistical power (.90) to calculate correlations and detect group differences, with a medium effect size at a two-tailed .05 significance level. The interviewers were given a target number of surveys to complete at each site, and depending upon the number of visitors observed, they determined the percentage of visitors to be given the questionnaire. Respondents on-site were randomly selected (e.g., if 20 people were needed and 40 were estimated to be on-site, the

interviewer randomly chose the people to be included), although most of the time, due to low attendance in the early spring season, all visitors were contacted. After a visitor completed the survey, s/he was handed a follow-up contact form to be used for the later phases of the study (see Appendix B). Roughly 80% of all potential participants contacted agreed to fill out the questionnaire and 66% of those agreed to be contacted at a later date.

## *Research Results*

### *Profile of Respondents*

Participants were 593 recreationists from Cleveland (n = 90), Angeles (n = 299), Los Padres (n = 86) and San Bernardino (n = 118) National Forests. The majority of recreationists were Anglo (55%) and Latino (16%). Other respondents included Asian-American (5%), mixed race (3%), American Indian (2%), Pacific Islander (1%), African-American (<1%), and persons who indicated "other" (3%). Most respondents were male (60%) and most (64%) had continued their education beyond high school. The age of the respondents were as follows: 42% were "young" (between 18-35 years of age), 42% were "middle-aged" (between 36-65 years of age) and 6% were "seniors" (66 years of age or older). The median annual income was between $38,001 and $58,000. Slightly under 80% of the respondents came from households containing four persons or fewer.

Appendix C lists the most popular activities of the respondents. The large majority of our sample could be considered "low investment" Forest users (e.g., hikers, sightseers, picnickers); a small percentage were "high investment" users (e.g., skiing, off-roading, horseback riding, boating). Mileage estimates to travel to the recreation site are as follows: 13% of the respondents traveled 10 miles or less, 35% traveled between 11 and 50 miles, 7% traveled between 51 and 75 miles, 5% traveled between 76 and 100 miles, and 5% traveled more than 100 miles.

In spite of the distances that many of the respondents travel for recreation, most reported visiting one of the Southern California Forests six or more times annually (called "use level" in this report). The four most common places of residence for recreationists visiting the Angeles National Forest were the cities of Los Angeles (n = 38, 12%), Pasadena (n = 11, 3.5%), Upland (n = 9, 3%), and Anaheim (n = 7, 2%). The median estimated travel distance was 21 miles. In the San Bernardino National Forest the four most common places of residence reported among recreationists were the cities of San Diego (n = 19, 21%), Hemet (n = 8, 9%), Palm Desert (n = 5, 6%), and Carlsbad (n = 3, 3%). The median estimated travel distance was 60 miles. The highest concentration of Los Padres National Forest recreationists

were from Ventura (n = 10, 9.8%), Santa Paula (n = 9, 9%), Ojai (n = 8, 8%), and Oxnard (n = 4, 4%). The median estimated travel distance was 40 miles. Finally, the highest concentration of Cleveland National Forest recreationists reported being from Lake Elsinore (n = 8, 9%), Riverside (n = 5, 6%), Westminster (n = 4, 4%), and Huntington Beach (n = 4, 4%). The median estimated travel distance was 50 miles. (See Appendix C for a listing of the reported cities of residence.)

***Current Forest Impressions***

Overall, most of the respondents in our sample were satisfied with both access to the forests and the facilities provided. (See Table 1).

Table 1.

Response percentages of "I am satisfied with access" and "I am satisfied with the facilities."

| Access | | Facilities | |
|---|---|---|---|
| Strongly Agree/agree | 64% | Strongly Agree/agree | 49% |
| Somewhat agree or disagree/Neutral | 25% | Somewhat agree or disagree/Neutral | 35% |
| Strongly Disagree/disagree | 6% | Strongly Disagree/disagree | 6% |
| Missing/Don't know | 5% | Missing/Don't know | 10% |
| | (N = 593) | | (N = 593) |

Most respondents believe that current fees for use of the National Forests are reasonable (45%). Fifty-four percent of the respondents had spoken with a National Forest employee within the past year and, of these 317 respondents, 79% agreed that the personnel were courteous and helpful (7% disagreed and 14% were neutral).

***Fee Program Perceptions***

Heard About the Program

In spite of the relatively high frequency with which the average participant visits the National Forests, 75% of them had not heard about the pass program at the time of our study (January - April, 1997). Of the 24% who had heard of the program, most read about it in the newspaper or magazine. It appears the majority of all respondents would prefer to get information about the pass program in the newspaper or magazine (59%). The most

convenient places to purchase the passes were varied and included on site, by mail or phone, supermarkets, gas stations, and the automobile club (Appendix C).

Understand Reasons for Program

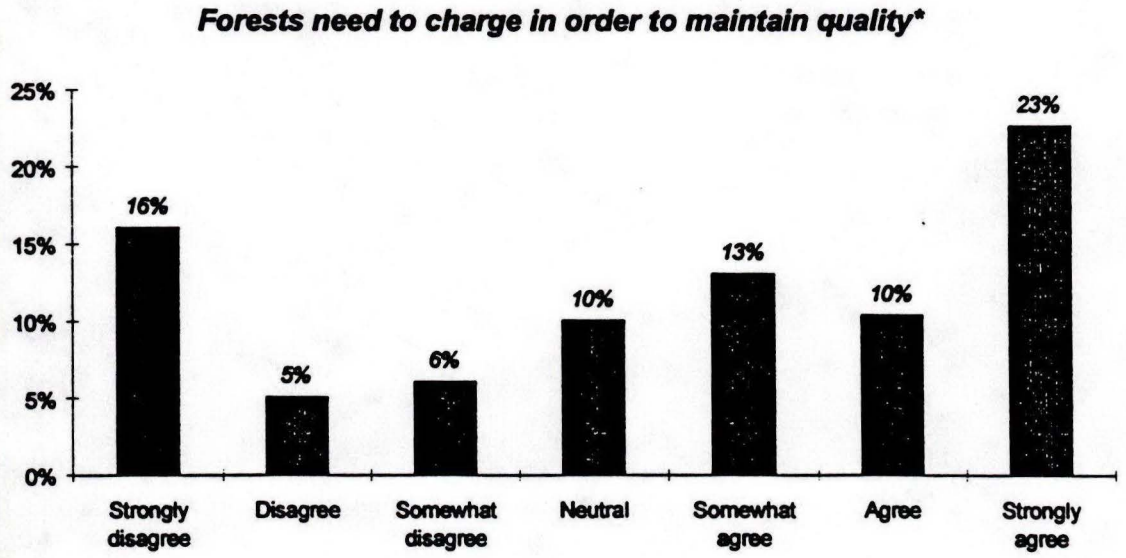
Overall, a clear understanding of the reasons for implementing a Recreation Pass Program among this sample is open to question. When asked to indicate their level of agreement with the question "I understand the reasons behind the Recreation Pass Program," 35% agree, 36% are neutral or only somewhat agree or disagree with the statement, 19% disagree, and the remaining 10% did not know or did not answer.

Need to Charge

When asked if the Forests need to implement a Recreation Pass Program in order to maintain site quality when federal appropriations are insufficient, one-third (33%) of the respondents agreed, under one-quarter (21%) of the respondents disagreed, 29% were "neutral" (or only "somewhat agreed" or "somewhat disagreed" with the statement), and the remaining 17% did not know or did not answer (see Figure 1.)

Figure 1.

Response percentages of "I think the Forest Service in Southern California needs to charge for the Pass in order to maintain the quality of sites when federal appropriations are insufficient."




* 14% did not know, and 3% did not respond (n = 593).

The responses in Figure 1 may be influenced by previous contact with National Forest employees and the frequency with which one visits the Forests. Of those who have had

contact with Forest service employees (54%), the greater the agreement that the contact was courteous and helpful, the greater the agreement that the Forest Service should charge fees for site maintenance ($r = .197$, $p < .01$). However, those who frequent the National Forests most are more likely to disagree with the Forests charging for access ($r = -.11$, $p < .05$).

Because, as previously mentioned, the "price last paid" tends to serve as a pricing anchor for persons who frequently use facilities where a fee is charged (McCarville, 1996), we compared the responses of those visitors who said that they had previously paid a fee for outdoor recreation (63%) versus those who said that they had not (34%). (Respondents often do not distinguish between state beaches, national parks, et cetera.) There was a difference (<.05, one-tailed) between the groups with respect to the need to charge. Persons who previously paid were more likely to agree with the need to charge.

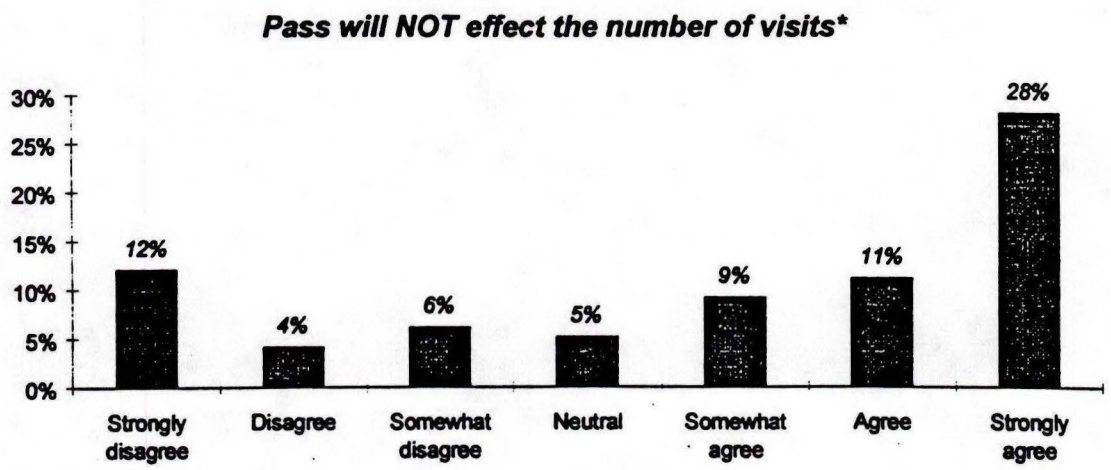
When combining "non-Anglo" respondents (i.e., African American, American Indian, Hispanic/Latino, Pacific Islander, n = 147) into a "minority" category and comparing their responses with the "Anglo" participants, it appears that minority respondents are more likely to agree with the forest charging to maintain the quality of sites than the Anglo respondents ($M_{minority} = 5.14$ & $M_{Anglo} = 3.57$ respectively, $F = 4.77$, $p < .05$). When considering the "need to charge" for respondents from the four forests separately, only those from Los Padres National Forest exhibited significant differences according to ethnicity, proximity and frequency of use. (See Appendix D.) Those Los Padres respondents who live farther than 10 miles from the recreation site were also more likely to agree with the need to charge to maintain site quality than those respondents who live within 10 miles of the site ($M_{10+} = 4.27$ & $M_{within\ 10} = 3.28$ respectively, $F = 5.34$, $p < .05$). A similar pattern is found among "low" and "high" use respondents. People who visit the Los Padres National forest less frequently are more likely to agree with the need to charge than those who frequent the forest more often ($M_{infrequent} = 4.88$ & $M_{frequent} = 3.28$ respectively, $F = 8.33$, $p < .01$).

Impacts on Number of Forest Visits

We also wanted to know if participants believed a charge would influence the number of visits they would make to the National Forests. The estimated impact is presented below (see Figure 2). It appears that many of the respondents did *not* believe that a pass would influence their number of visits (39%). However, 16% disagreed, while another 20% were "neutral" or only somewhat agreed or disagreed.

Figure 2.

Frequency distribution for "The recreation pass will not have any affect on the number of times I visit the National Forests in Southern California."




* 22% did not know, and 3% did not respond (n = 593).

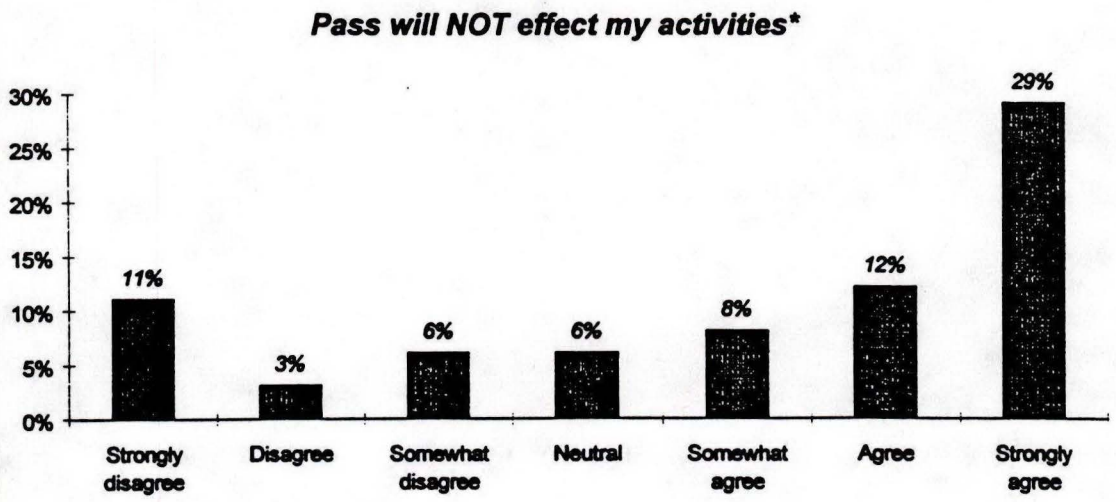
Although estimates of a pass program influencing the number of visits was not found to relate significantly to any other variables when aggregating respondents from all four national forests, there were some interesting relationships found when considering respondents from each national forest separately. Respondents from the Los Padres National Forest who have previously paid to enter a public recreation site were more likely than those who have not to indicate that a pass program would *not* effect their number of visits ($M_{paid}$ = 5.06 & $M_{not\ paid}$ = 3.76 respectively, $F = 4.79$, $p < .05$). Moreover, this pattern of results holds for frequency of use as well. Those who visit the forest fewer than six times a year ("low use") were more likely to agree that a pass program would *not* influence the number of visits they make to the forest than those who visit six or more times a year ($M_{under\ 6}$ = 5.58 & $M_{6+}$ = 4.27 respectively, $F$ = 5.50, $p < .05$). Similarly, it appears that recreationists who live within 10 miles of the Angeles National Forest are less likely to be influenced by a pass program in terms of the number of visits than those who live farther than 10 miles to the forest ($M_{within\ 10}$ = 5.38 & $M_{10+}$ = 4.70, $F$ = 3.97, $p < .05$, see Appendix D).

Impact on Activities in Forests

We also set out to understand whether a pass program would influence recreationists' activities in the National Forests (see Figure 3). It appears that many respondents did not think a pass program would influence the types of activities they pursue in the forest (41%). However, 14% disagreed, while another 20% were "neutral" or only "somewhat agreed" or "somewhat disagreed."

Figure 3.

Frequency distribution for "The Recreation Pass will not have any affect on my activities in the National Forests in Southern California."




* 21% did not know, and 3% did not respond (n = 593).

Considering responses from all four forests, it appears that those who have paid previously to enter public recreation sites are more likely to agree that a pass program will *not* influence their activities than those who have not ($M_{paid}$ = 5.14 & $M_{not\ paid}$ = 4.60 respectively, $F$ = 5.88, $p < .05$). When analyzing respondents in each national forest separately, however, only those from the Los Padres National Forest exhibit important differences on perceptions of a pass program influencing their activities. Those respondents who frequent the forest less than six times per year ("Low use") are more likely to agree that a pass program will *not* influence their recreation activities than those who visit six or more times per year ("High use") ($M_{under\ 6}$ = 5.69 & $M_{6+}$ = 4.42 respectively, $F$ = 5.26, $p < .05$).

Impacts on Ethnic Groups

An important consideration is whether or not the Pass Program might have differential effects on certain ethnic groups. Our data suggest that self-reported ethnicity was a meaningful predictor for evaluating possible impacts of a Recreation Pass Program but only in the Los Padres National Forest and only on one variable, "the need to charge" (see p. 8). Over all forests, however, minority self-description (i.e., African American, American Indian, Hispanic/Latino, Pacific Islander, n = 147) did not differentiate these visitors from Anglo visitors with respect to the need to charge or the predicted effect on visits or activities. When comparing Anglo respondents (n = 326) with Latino respondents (n = 95), there were some apparent differences in degree of correlation with various items (e.g., the "Need to charge,"

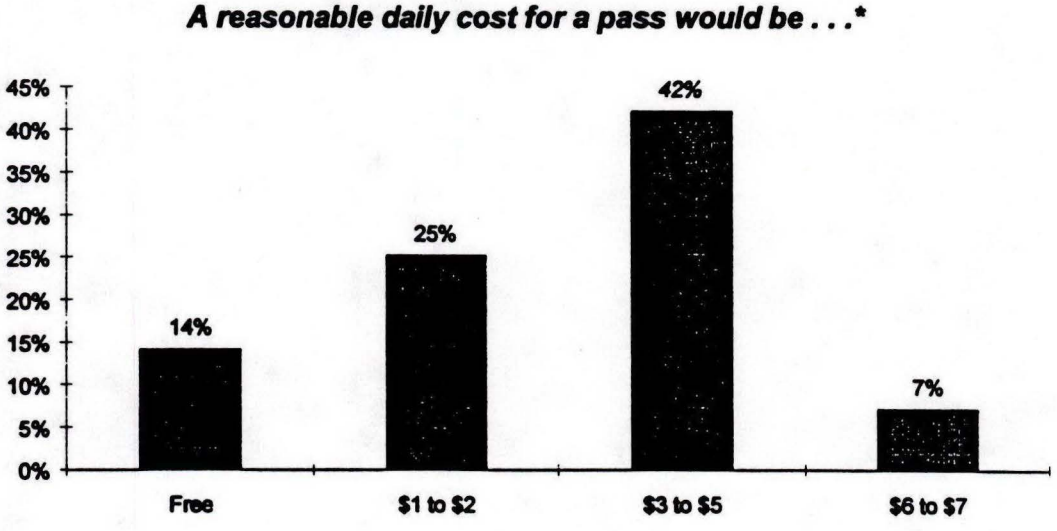
"Reasonable yearly costs," estimates of "Number of visits to the Forest," and "Types of activities") that were significant for Anglo respondents but non-significant for Latino respondents. However, all correlations for both groups were in the same direction, thus indicating that statistical differences are more likely attributable to issues of sample size and not to a possible differential impact of the Pass Program.

Daily Pass

In addition to predicted effects of a pass program, visitors were also asked for their estimates of what would be a reasonable daily fee. Slightly under 40% of the respondents thought that a reasonable cost of a daily pass would be "free" or between $1.00 - $2.00. Slightly more than 40% thought that a $3.00 - $5.00 range would be reasonable. Roughly 6% did not respond, and another 6% "Don't know." (See Figure 4.)

Figure 4.

Frequency distribution for "A reasonable cost for a daily Recreation Pass for the National Forests in Southern California would be:"




* 6% did not know, and 6% did not respond (n = 593).

Self-reported household income was not related to what people perceived as a reasonable cost for a daily pass. However, there is a trend for those who have previously paid to enter a public recreation site to make higher reasonable daily cost estimates than those who have not previously paid to recreate ($M_{paid}$ = 2.56 & $M_{not\ paid}$ = 2.34, respectively, $F$ = 8.52, $p$ < .01). When analyzing responses across the four forests separately, this pattern is found only for the Angeles National Forest respondents ($M_{paid}$ = 2.60 & $M_{not\ paid}$ = 2.35, $F$ = 5.25, $p$ < .05). For Los Padres respondents, there is a trend for those who visit the forest fewer than six times

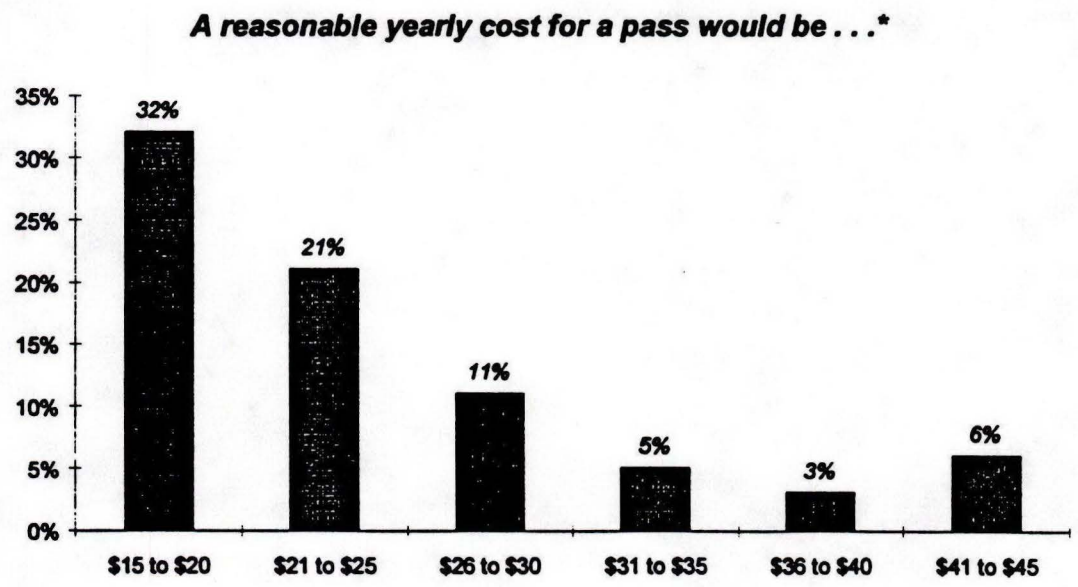
per year to indicate higher daily costs for a pass than those who visit the forest six times per year or more ($M_{under\ 6}$ = 2.70 & $M_{6+}$ = 2.28, respectively, $F$ = 4.65, $p$ < .05). There were no significant relationships between perceptions of a reasonable cost for a daily pass and other variables within either the Cleveland or the San Bernardino National Forests.

Annual Pass

The perception of a reasonable yearly pass showed a downward shift--about one-third indicated that a $15.00 - $20.00 charge would be reasonable, 21% opted for a $21.00 - $25.00 range, 11% said $26 - $30, while 14% opted for over $30 (see Figure 5). Sixteen percent of the respondents stated that they did not know what a reasonable yearly cost would be and six percent left the question blank.

Figure 5.

Frequency distribution for "A reasonable cost for a yearly Recreation Pass for the National Forests would be:"




* 16% did not know, and 6% did not respond (n = 593).

There are a number of important relationships for estimates of reasonable annual fees. For instance, self-reported household income was related positively to what people perceived as a reasonable cost for an annual pass ($r$ = .14, $p$ < .01). Contrary to the reasonable daily fee estimates, respondents who visit the forest less than six times per year preferred *lower* annual costs for a pass than those who visit the forest six times per year or more ($M_{under\ 6}$ = 2.02 & $M_{6+}$ = 2.44, respectively, $F$ = 7.95, $p$ < .01). In addition, respondents who report having spoken with forest employees within the past two years indicate higher annual estimates than those who

have not had such contact ($M_{spoken}$ = 2.46 & $M_{not\ spoken}$ = 2.10 respectively, $F$ = 6.11, $p < .05$, see Appendix E).

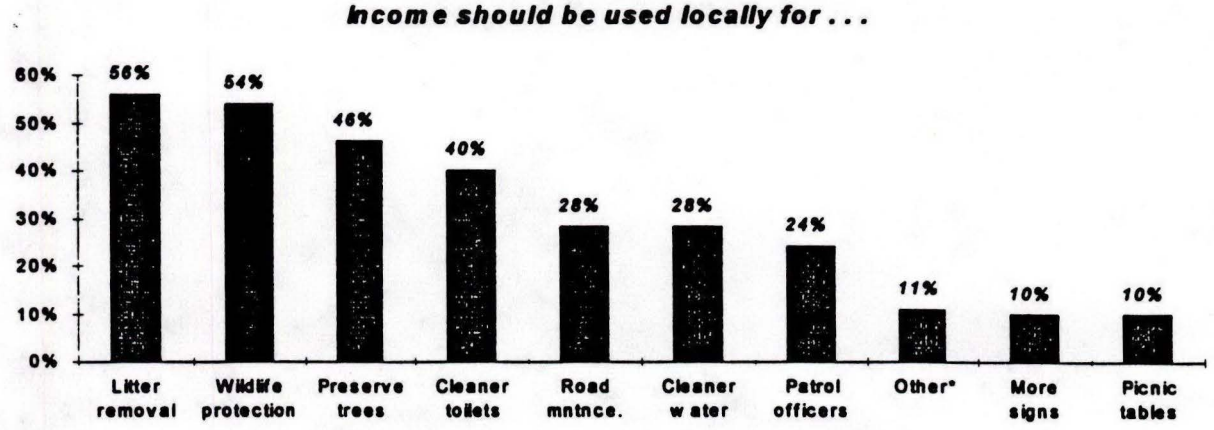
The patterns for reasonable annual fee estimates across individual forests parallel those of the combined responses. Angeles National Forest respondents who have paid previously to enter public recreation sites, frequent the national forest six or more times per year, and have spoken to forest employees within the past two years tend to indicate higher reasonable annual fee estimates (all differences are significant at $p < .05$, see Appendix D). Similarly, high use respondents from the Cleveland National Forest, tend to indicate higher annual estimates than low use respondents ($M_{6+}$ = 2.85 & $M_{under\ 6}$ = 1.85 respectively, $F$ = 6.62, $p < .05$). The most pronounced finding coming out of the San Bernardino National Forest, and consistent with overall responses, is a significant positive correlation between household income and annual pass estimates ($r$ = .36, $p < .01$).

## Improvement Preferences

Given that 80% of the revenue generated by a pass program is to go to the land, we were interested in determining what improvements visitors would like to see. Litter removal was most often mentioned, followed by wildlife protection, tree preservation and cleaner toilets (see Figure 6). Percentages total more than 100% because respondents could select more than one improvement preference.

Figure 6.

Frequency distribution for "If a Recreation Pass is implemented, the income should be used locally for:"




* "Other" comments (n = 67) include requests for trail maintenance, showers, dump stations, more grills, more off-road areas, no program, reduce fees, preserve natural resources, water on trails, stay free, more fish, more sites, maintaining campsites, open earlier in season, accessibility.

Open-ended Comments/Suggestions

There appear to be at least three common themes in response to the question "Is there anything else you would like to tell us?" One theme of comments focused on giving advice and solutions to forest-related problems. These included suggestions such as having community-service volunteers pick up litter, re-directing funding priorities, harshly fining companies that violate pollution laws, increasing the number of enforcement personnel in order to police litterers in the forests, and the like.

A second theme referred to the facilities provided in the forest. These comments included statements such as: keep forests clean, increase the OHV areas, put in more drinking fountains, and keep the forests natural with less construction. While more than 70% of the respondents indicate satisfaction with the facilities, those who are dissatisfied seem to want more urban park-like conveniences.

A final theme was concerned with the pilot program itself. The most common response was negativity toward the idea of charging any fee at all. Often these respondents also expressed skepticism about the feasibility of enforcing the passes. (See Appendix F for listing of responses.)

## *Discussion and Management Implications*

This survey of current forest users has focused on several topic areas including who the visitors are (demographically-speaking), their opinions about the current forest environment (pre-implementation of pilot fee program), their perceptions about the potential impacts of the fee program, and their preferences for some program components. In some aspects, the results are what we might expect and in other respects, we have found some surprises.

What we expected was that people might have little knowledge of the pilot fee program, and that is what we found. We expected this because we had been watching the news, reading newspapers, and were generally on the lookout for pilot fee program information. We saw little, and what we did find was mostly concentrated in newspapers. This was also supported by visitors (who said they had heard about the program) because they reported that they heard of it from newspapers/magazines. It should not be surprising then that most of the respondents did not understand the reasons for the pilot fee program. It appears that there is much room to provide information to visitors about the reasons for the program because half of the respondents were either unclear on the reasons for the program--or they have not made up their minds. Yet.

Many of the respondents had some contact with Forest Service employees in the last two years, and the vast majority said the contact was a positive one. This is good news, since many public contacts can be related to regulation compliance. We are hoping that this number of contacts, and particularly positive contacts, will remain constant over time. In addition to this positive feedback, we learned that most of the respondents were satisfied with access to the forests, the facilities at the forests, and the present fee system (pre pilot fee implementation).

The literature suggested that those who had paid previously to enter a public outdoor recreation site would be more amenable to a new fee program (McCarville, 1996), and we found support for this from the respondents in this survey. The respondents who had paid a fee to enter a public outdoor recreation site in the last year were more inclined to see a need for the fee, did not envision any impacts to the number of times they visited the forest or to the recreation activities in which they would engage. They also were more likely to prefer higher daily and annual fees. This link to a price anchor may suggest a leveling effect over time--where we might see early resistance to the pilot which may level off later.

Overall, the respondents did not think the Forest Service needs to charge for recreational use of the National Forests of southern California. Only one-third saw the need, while another two in ten were against it. This leaves room for influencing the beliefs of the remaining group (those who were neutral or didn't know). Again, there is a large group that had not made up their minds prior to implementation.

There should be more effort to contact potential and current visitors to make them aware of the program. We think that public support for the pilot fee program can be generated through communications which focus on the reasons for the pilot fee program and the potential benefits to forest visitors, and also through immediate facility improvements (including a broad range of ecological benefits). Most of these communications should take a positive approach and perhaps emphasize "your dollars at work." We suggest signing local projects that have been completed so that visitors will know how their money was spent at the forest.

We also found that the respondents did not want their opportunities to purchase permits to be limited. They had varied suggestions for locations to make these purchases including having them available at many locations (particularly extended hours on-site), by 24-hour telephone, by mail, and at gas stations, supermarkets, and automobile clubs. Availability at many locations will maximize the spontaneity of forest visits. We suggest the forests encourage the purchase of multiple daily passes. Regardless of on-site location, we want to emphasize the importance of positive public contact. Those visitors who had Forest Service employee contact were more likely to agree that the Forest Service needed to charge and they were more inclined to prefer higher annual fees.

### *Future Studies*

This study was the first phase of a panel study. A panel study is one in which people are contacted at several points in time. Of the 593 visitors who participated in this study, 389 (66%) have agreed to be contacted at a future date. In all, there will be three contact times, so two additional contacts are planned–one for 6 months after fee implementation and another at 12 or 18 months after fee implementation. While the first phase of this panel study gave us ideas about where the program might go, the planned phases will provide an evaluation of the components of the program as well as the consequences of the program.

The purposes of future study include: (1) to examine how actual behavior may have changed over time; (2) to examine if attitudes about the fee program have changed over time; (3) to compare predictions of "future" behavior and actual behavior; (4) to compare differences between those who reside near the Forests and those who live farther away, those who have previously paid a fee to enter a public outdoor recreation site and those who have not, as well as differences between minority group members and whites. Topics for the future include the impacts on spontaneous behavior, evaluation of use group changes, impacts of improvements to the perceived atmosphere and natural feel of an area, perceptions of improvements made, predictions of future behavior, assessment of communication patterns and messages received, and perceptions of FS employees and contacts with the public.

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Appendix A

# Recreation Pass Program

**We know you are here in this National Forest to enjoy yourself-- not to spend time answering questions....**However, cuts in the federal budget have resulted in less money to maintain the forest, restrooms, campgrounds, and trails. A National Forest Recreation Pass in Southern California has been planned to address this funding issue. Under the plan, forest users would be expected to purchase a daily or yearly pass.

**Being here today means that you enjoy a National Forest environment. Therefore your views are important.** The purpose of this survey is to find out what you think about a Recreation Pass and what types of things you like to do while in the Southern California National Forests. At the end of this questionnaire we will ask for your name and address so that we can contact you in the future. This information is <u>not</u> required, however, and your name would never be identified with any of your answers.

1. My usual activities in the National Forest areas of Southern California include:
(You may check more than one box)

☐ Picnic ☐ Sightseeing ☐ Overnight Camping ☐ Hiking ☐ Fishing ☐ Skiing
☐ Off- highway vehicle ☐ Horseback riding ☐ Watching wildlife ☐ Boating
☐ Mountain Biking ☐ Driving for pleasure ☐ Backpacking
☐ Other_____

2. I visit the National Forest areas in Southern California about _____times each year.

☐ Once, ☐ 2 or 3 times, ☐ 4 or 5 times, ☐ 6 to 10, ☐ 11 to 20 times
☐ more than 20 times.

3. Taking everything into account, I am satisfied with the facilities in the National Forests of Southern California.

☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐

Strongly Disagree — Strongly Agree — Don't Know

4. Taking everything into account, I am satisfied with the access to the National Forests of Southern California.

☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐

Strongly Disagree — Strongly Agree — Don't Know

5. I have talked with employees of the National Forests in Southern California within the past 2 years.

☐ No ☐ Yes

If Yes, the Forest Service Personnel were courteous and helpful.

☐ ☐ ☐ ☐ ☐ ☐ ☐

Strongly Disagree — Strongly Agree

6. Within the past year, I have paid to enter a public outdoor recreation site.

☐ No ☐ Yes

7. Present fees for recreational activities in the National Forest areas of Southern California are reasonable.

☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐

Strongly Disagree — Strongly Agree — Don't Know

8. I have previously heard about the National Forest Recreation Pass Program for Southern California:

☐ No ☐ Yes

If Yes, how did you hear about the Fee Program?
(Check all the sources that apply.)

☐ Radio, ☐ TV, ☐ Newspaper or magazine,
☐ Friends or family, ☐ Stores
☐ Other _____

9. I prefer to get information about the Recreation Pass Program by:
(You may check more than one category below.)

☐ Radio, ☐ TV, ☐ Newspaper or magazine,
☐ Friends or family, ☐ Stores, ☐ Other _____

10. I think the Forest Service in Southern California needs to charge for the Pass in order to maintain the quality of sites when federal appropriations are insufficient.

☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐

Strongly **Disagree** — Strongly **Agree** — Don't Know

11. I understand the reasons behind the Recreation Pass Program.

☐ ☐ ☐ ☐ ☐ ☐ ☐

Strongly **Disagree** — Strongly **Agree**

12. The Recreation Pass will not have any effect on the <u>number of times</u> I visit the National Forests in Southern California.

☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐

Strongly **Disagree** — Strongly **Agree** — Don't Know

13. The Recreation Pass will not have any effect on my <u>activities</u> in the National Forests in Southern California.

☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐

Strongly **Disagree** — Strongly **Agree** — Don't Know

14. If a Recreation Pass for Southern California National Forests is implemented, the income should be used locally for:
(Check the 2 or 3 uses you <u>most</u> prefer.)

☐ Preserving trees, ☐ Litter removal, ☐ Cleaner toilets, ☐ Protection of wildlife,
☐ Road maintenance, ☐ Cleaner water, ☐ More signs, ☐ Additional picnic tables
☐ More patrols & law enforcement, ☐ Other _____

15. The most convenient place(s) for me to purchase a Recreation Pass for the Southern California National Forests would be:
(You may check more than one category below.)

☐ Gas station, ☐ Department store, ☐ Automobile club, ☐ Supermarket,
☐ By mail or phone, ☐ On site, ☐ Other _____

16. The purpose of the Recreation Pass (one Pass per vehicle, regardless of the number of people) is to make tangible improvements at recreation sites. A reasonable cost for a daily Recreation Pass for the National Forests in Southern California would be:

☐ Free ☐ $1.00 to $2.00 ☐ $3.00 to $5.00 ☐ $6.00 to $7.00 ☐ Don't know

17. A reasonable cost for a yearly Recreation Pass for the National Forests in Southern California would be:

☐ $15.00 to $20.00 ☐ $21.00 to $25.00 ☐ $26.00 to $30.00
☐ $31.00 to $35.00 ☐ $36.00 to $40.00 ☐ $41.00 to $45.00 ☐ Don't know

18. How long did you travel to get to this National Forest site today? _____miles.
_____hours.
_____minutes.

19. I live less than 10 miles from this National Forest.

☐ No ☐ Yes

**If your answer is "yes," do you think residents in or near this National Forest should pay the same recreation fee as other users?**

☐ No ☐ Yes

20. **Is there anything else you would like to tell us?** ( For example, do you have alternative ideas for raising money to make necessary site improvements?)

_____

_____

_____

_____

****

**Optional Questions**

Finally, we would like to know a few things about yourself. **Your name is NOT on this questionnaire.**

What is your gender? ☐ Female ☐ Male

What year were you born? 19_____

What is the last grade you completed?

☐ Less than high school, ☐ High school,
☐ Graduate or GED, ☐ Some college,
☐ College graduate, ☐ Post graduate degree

What is your racial/ ethnic background?

☐ African American (Black, Non- Hispanic)
☐ American Indian ☐ Anglo (White, Non- Hispanic)
☐ Asian American ☐ Hispanic/ Latino
☐ Multiracial ☐ Pacific Islander
☐ Other_____

What is your annual household income before taxes?

☐ $18,000 or less ☐ $18,001 to $38,000
☐ $38,001 to $58,000 ☐ $58,001 to $78,000
☐ Over $78,000

What is the number of people in your household? _____

What town or city do you live in? _____

## ¡Bienvenido a su Bosque Nacional!

Para tener un mejor entendimiento quienes son los visitantes proveer el mejor servicio posible. por favor tome unos cuanto minutos para llenar este cuestionario.

Su participacion es voluntaria.

---

1. Ha venido a esta area antes?

_____No

_____Si----Aproximadamente. Cuántas veces en el año pasádo? _____

Aproximadamente. Por cuántos años ha estado viniendo aquí? _____

2. Algunas personas tienen un lugar favorito a donde les gusta ir.

A dónde es su lugar favorito? _____

3. Algunos lugares son facilmente accesibles para muchos personas. Recomendaria Usted este lugar.....

| | | |
|---|---|---|
| ....A un miembro de la familia? | Sí | No |
| ....A una persona anciana? | Sí | No |
| ....A alguien que es ciego? | Sí | No |
| ....A alguien que es sordo? | Sí | No |
| ....A alguien con un bebe carriola? | Sí | No |
| ....A alguien que usa un caminador? | Sí | No |
| ....A alguien con muletas? | Sí | No |
| ....A alguien en silla de ruedas? | Sí | No |

4. Si el Servico Forestal tuviera muy poco dinero y quisiera mejorar este sitio. Qué **UNA** cosa sugeriás qué cambiarian?

_____

_____

5. Cuál **(UNA)** tipo de actividad disfruto <u>mas</u> en su estanica aquí? (marque sólo uno)

____ Día de campo
____ Paseo/Caminata
____ Nadar
____ Visitar a otros
____ Descansando
____ Tiro al banco
____ Otra_____

6. Qué tan importante son los siguientes elementos para su vista a esta área? (Por favor. indique su respuesta con un circulo en uno de los cinco números que siga cada asunto.)

| | NO ES IMPORTANTE | | MAS O MENOS IMPORTANTE | | MUY IMPORTANTE |
|---|---|---|---|---|---|
| Una area segura | 1 | 2 | 3 | 4 | 5 |
| Una area limpia | 1 | 2 | 3 | 4 | 5 |
| Una area bonita | 1 | 2 | 3 | 4 | 5 |
| Areas para comer | 1 | 2 | 3 | 4 | 5 |
| Caminos/Brechas | 1 | 2 | 3 | 4 | 5 |
| Una area para recreacionar con mi familia | 1 | 2 | 3 | 4 | 5 |
| Estacionamientos | 1 | 2 | 3 | 4 | 5 |
| Un lugar relativamente libre de reglas y reglamentos | 1 | 2 | 3 | 4 | 5 |
| Un lugar facil de llegar | 1 | 2 | 3 | 4 | 5 |
| Basureros | 1 | 2 | 3 | 4 | 5 |
| Un lugar con guardabosques amistosos y que den información | 1 | 2 | 3 | 4 | 5 |
| Baños | 1 | 2 | 3 | 4 | 5 |
| Bajo costo | 1 | 2 | 3 | 4 | 5 |
| Un lugar donde yo pueda usar mi equipo | 1 | 2 | 3 | 4 | 5 |
| Un lugar con instalaciones adecuadas y bien cuidadas | 1 | 2 | 3 | 4 | 5 |
| Se mantenga la ley | 1 | 2 | 3 | 4 | 5 |
| Señales | 1 | 2 | 3 | 4 | 5 |
| Un lugar deficil de llegar | 1 | 2 | 3 | 4 | 5 |
| Un lugar sin reglas y reglamentos | 1 | 2 | 3 | 4 | 5 |
| Un lugar peligroso | 1 | 2 | 3 | 4 | 5 |

7. A continuacion hay una lista de actividades que personas le gustan hacer. Algunas actividades son nuevas y es posible que Usted no se ha enterado todavía. Está bien. Por favor diganos sí ha escuchado de cada una de estas actividades, ha practicado antes y sí puede que a usted le gustaria practicar en el futuro. Por favor indique su repuesta con un circulo.

| | ESCUCHE DE ESTA? | | PRACTIQUE ANTES? | | EN EL FUTURO PUEDE QUE PRACTIQUE? | | |
|---|---|---|---|---|---|---|---|
| Fotografia de safari | No | Sí | No | Sí | No | Tal vez | Sí |
| Heli-skiing | No | Sí | No | Sí | No | Tal vez | Sí |
| Bungee jumping | No | Sí | No | Sí | No | Tal vez | Sí |
| Hang gliding | No | Sí | No | Sí | No | Tal vez | Sí |
| Andar en bicicleta de montaña | No | Sí | No | Sí | No | Tal vez | Sí |
| Caminatas en historia natural | No | Sí | No | Sí | No | Tal vez | Sí |
| Paseos a caballo | No | Sí | No | Sí | No | Tal vez | Sí |
| Ecovacation | No | Sí | No | Sí | No | Tal vez | Sí |
| Tiro al blanco | No | Sí | No | Sí | No | Tal vez | Sí |
| Manejar fuera de los caminos (campo travieza) | No | Sí | No | Sí | No | Tal vez | Sí |
| Anfitrión voluntario | No | Sí | No | Sí | No | Tal vez | Sí |

8. Yo recibí información acerca de qué puedo hacer aquí, reglas y reglamentos, seguridad u otra información:

____ Si No, conteste al siguiente pregunta: Yo no recibí información aquí porque:
No (Por favor marque la mejor respuesta)

____Yo vengo aquí seguido, no necesito información
____Ya obtuve información antes de venir aquí
____No estuve interesado en recibir informatión aquí
____Yo queria información cuando llegue aquí, pero no supe adonde encontrala
____La información que recibí no estaba en el idioma que prefiero leer
____Otro_____(Por favor indique)

____ Si Sí usted conseguió información aqui, cómo fue la información comunicada a usted? (marque
Sí todas las respuestas que apliquen)

Si conseguiste

____Yo Recibí folleto a la entrada a el área
____Yo vi señales
____Leí información en el pizarron de información
____Hablé con un guardabosques
____Hablé con otro visitante del area
____Otro_____(Por favor indique)

**Si la información que conseguió aqui fue útil, por qué:**
(Por favor marque solamente la mejor respuesta)

____Facil de entender
____Fue exactamente la cantidad de información necesaria
____Me ayudo a encontrar cosas que queria hacer aquí.
____Me ayudo a entender las reglas y reglamentos
____Otro_____(Por favor indique)

**Si la información que conseguió aquí no fue útil por qué:**
(Por favor marque solamente la mejor respuesta)

____Fue difícil de entender
____No me dijo lo que queria saber
____No estaba en mi idoma nativo
____Fue demaciado superficial
____Fue demaciado especifico
____No fue precisa
____Otro_____(Por favor indique)

9. Que clase(s) de información le gustaria recibir?(Por favor marque **todas** las respuesta que apliquen)

____Reglas y reglamentos del lugar
____Costo del lugar de día de campo
____Teléfono publico mas cercano
____Mapa del area que muestra otros lugares cercanos
____Eventos especiales o programa interpretativo
____Ubicacion de tiendas cercanas (de comida, de utencilios para acampar, leña)
____Otro_____

Las ultimas preguntas se refieren a informaciones acerca de usted.

10. Sexo: ____Hombre _____Mujer

11. Cual es su edad?_____años

12. Cual fue su ultimo año de escuela? (Favor de circular un numero)

| 1 2 3 4 5 6 | 7 8 | 9 10 11 12 | 13 14 15 16 | 17 18 19 20 |
|---|---|---|---|---|
| Primaria | Secundaria | Prepatoria | Universidad | Estudio de Posgra |

13. Con que grupo cultural se identifica Usted? (favor de indicar)

____Anglo Americano
____Afro Americano
____Mexicano Americano
____Hispano Americano
____Centro Americano
____Asiatico Americano(Indique)_____
____Otro (Indique)_____
____Mezclado o prefiere no responder

14. Cual es el codigo postal del lugar donde Usted vive?_____;___

15. Qué idioma(s) habla Usted? (favor de indicar)

____Español ____Inglés ____Otro (especifique)_____

16. Su estado civil:

____Soltero. nunca casado
____No casado, viviendo con pareja
____Casado(a)
____Separado
____Divorcidado
____Viudo(a)

22. Lugar de nacimiento (Estado y País)_____

Hay algo mas qué Usted piense qué nosotros debemos saber sobre su visita a esta area?

GRACIAS!

Appendix B

Your opinion is even **more important** to us in 6 months or a year from now because a Recreation Pass Program may have been implemented. If you would like to have a summary of the results of the present survey, and are willing to have us contact you, please fill out the following:

Name:_____

Address:_____

_____

Preferred phone: (_____)_____

In case you move, an address or phone of a relative or friend: _____

_____

**THANK YOU**

Appendix C

Respondent's usual activities in the National Forests

| Activities | n | %[1] |
|---|---|---|
| Hiking | 403 | 68 |
| Overnight camping | 307 | 52 |
| Sightseeing | 270 | 46 |
| Picnicking | 262 | 44 |
| Driving for pleasure | 187 | 32 |
| Watching wildlife | 185 | 31 |
| Backpacking | 177 | 30 |
| Fishing | 142 | 24 |
| Mountain biking | 136 | 23 |
| Off highway vehicle | 114 | 19 |
| Skiing | 93 | 15 |
| Boating | 37 | 6 |
| Horseback riding | 26 | 4 |
| Other* | 60 | 10 |

* Below is a sample of common open-ended responses:

Rock Climbing (8)[2],
Panning for gold (7),
Hang gliding (6),
Shooting (6),
Living (5),
Inspiration/enlightenment (5),
Visiting residents (2),
Hunting (2),
Bowling (1),
Getting away (1),
Getting high (1),
Search and rescue (1),
Motorcycling (1),
Pow Wow (1),
Road biking, running, swimming, snow boarding (1)

[1] Percentages total more than 100% because respondents could select more than one activity.
[2] For all tables, the numbers in parentheses indicate the number of times that this or a similar response was written-in.

Respondent's source for hearing about the Recreation Pass program

| Sources | n | % |
|---|---|---|
| Newspaper/Magazine | 65 | 47 |
| Friends/Family | 44 | 32 |
| Television | 20 | 15 |
| Radio | 11 | 8 |
| Stores | 3 | 2 |
| Other* | 26 | 19 |

* Below is a sample of common open-ended responses:

Forest service volunteer (1)
Representative (1),
Survey (1),
Mailing (1)

Respondent's preferences of sources to get Pass Program information

| Preferences | n | % |
|---|---|---|
| Newspaper/Magazine | 348 | 59 |
| TV | 163 | 27 |
| Friends/Family | 130 | 22 |
| Radio | 107 | 18 |
| Stores | 60 | 10 |
| Other* | 93 | 17 |

*Below is a sample of common open-ended responses:

Direct mail (28), Internet (3), Family or friends (2),
K-Mart, 800 telephone number (2), Adventure(2),
Brochure, Schools (2), Computer (1), Forest rangers (1),
Town hall (1), Pamphlet (1), Don't care (1),
Books (1), Volunteers (1), AAA camping book (1),
Chamber of Commerce (1), Newletter (1),
Work (1), Recreation worker (1)

Respondent's preferences of sites to purchase Recreation Pass

| Preferences | n | % |
|---|---|---|
| On-site | 225 | 38 |
| By Phone or Mail | 207 | 35 |
| Gas Station | 154 | 26 |
| Supermarket | 154 | 26 |
| Automobile Club | 122 | 21 |
| Department Store | 56 | 9 |
| Other* | 54 | 9 |

*Below is a sample of common open-ended responses:

Sporting goods store (19),
Ranger station/Forest Service office (9),
None/won't buy one/should not have program (8),
Probably go to another area where there is no fee (1),
At camp site (1),
On-site (1),
Fish store (1),
On income tax form (1),
Post Office (1),
Liquor store (1),
Off highway vehicle ticket booth (1)

Places of Residence for Each National Forest with Frequency of Responses (Most Popular in Bold).

Angeles National Forest

Acton (1), Alhambra (2), Altadena (1), Anaheim (7), Arcadia (11), Azusa (2), Baldwin Park (5), Bellflower (2), Bloomington (1), Brawley (1), Burbank (4), Carson (1), Cerritos (1), Chino (3), Chino Hills (1), Cinao (1), City Terrace (1), Claremont (3), Covina (6), Cucamonga (2), Diamond Bar (2), Downy (4), Duarte (2), Eagle Rock (2), El Monte (2), El Segundo (2), Etiwanda (1), Eureka (2), Fountain Valley (1), Fullerton (6), Garden Grove (1), Gardena (3), Glendale (5), Glendora (3), Granada Hills (2), Hacienda Heights (1), Hawthorne (3), Hollydale (1), La Canada (1), La Crescenta (3), La Habra (1), La Jolla (1), La Mirada (1), Lake Hollymed (1), Lakeview Terrace (1), Lakewood (1), Long Beach (4), Los Alamitos (1), **Los Angeles (38)**, Malibu (1), Marina del Rey (1), Mendocino (1), Montclair (1), Montebello (2), Monterey Park (3), Mt Baldy Village (3), N Whittier (1), Neulhatel, Switz (1), North Hills (2), North Hollywood (4), Norwalk (2), Ontario (3), Orange (2), Orange County (1), Palmdale (2), Panorama City (1), Pasadena (11), Pewaukee, WI (1), Pico Rivera (3), Pomona (3), Providence, RI (1), RPV (1), RSM 92688 (1), RSMCA (1), Rancho Cucamonga (2), Redlands (1), Redondo (1), Redondo Beach (1), Reseda (1), Riverside (2), Rosemead (3), Rowland Hts. (1), Salem (1), San Diego (2), San Dimas (2), San Fernando (2), San Gabriel (3), San Juan Capistrano (1), Santa Ana (2), Santa Clarita (3), Santa Monica (1), Seal Beach (2), Sepulveda (1), Sherman Oaks (1), Sherman Oaks (1), Sierra Madre (1), Silver Lake (1), Simi Valley (1), South Pasadena (2), Sun Valley (2), Sylmar (2), Temple City (3), Tujunga (4), Tustin (2), Upland (9), Van Nuys (3), Vista (1), Walnut (3), West Covina (3), Whittier (4), Yorba Linda (1), Yucaipa (1);

San Bernardino National Forest

Carlsbad (3), Cathedral City (1), Corona (1), Crestline (1), Cucamonga (1), Encinitas (1), Escondido (1), Hemet (8), Homeland (1), Huntington Beach (2), Idyllwild (3), La Quinta (1), Lake Elsinore (1), Las Vegas, NV (1), Long Beach (2), Los Angeles (4), Madison, WI (1), Manchester, NH (1), Mercer, PA (1), Montclair (1), Murrietta (2), Oceanside (1), Orange (1), Palm Desert (5), Rancho Mirage (1), Redondo Beach (2), Riverside (1), **San Diego (19)**, Santa Monica (1), Silshee, TX (1), Spring Valley (1), Torrance (3), Tustin (2), Vista (1), Yucaipa (1), Yucca Valley (1);

Los Padres

Agoura Hills (1), Bishop (1), Burbank (2), Camarillo (2), Castaic (2), Claremont (1), Crestline (1), Fillmore (1), Hermosa Beach (1), La Habra (1), Lancaster (1), Long Beach (1), Los Angeles (6), Marina Del Rey (1), Montebello (1), Monterey Park (1), Moorpark (2), Ojai (8), Ontario (4), Oxnard (4), Palm Springs (2), Palo Verdes (1), Park View (1), Perth Western, AUS (1), Pine Mtn Cloud (1), Port Hueneme (1), Rialto (1), San Bernadino (1), San Carlos (1), San Francisco (1), San Gabriel (1), San Pedro (2), Santa Barbara (2), Santa Paula (9), Santa Tuez (1), Simi Valley (2), Solvang (1), Torrance (2), Tujunga (1), Tustin (2), Upland (1), Van Nuys (1), Venice (1), **Ventura (10)**, Whittier (1);

Cleveland National Forest

Annapolis, MD (1), Bellflower (3), Beverly Hills (1), Bishop (1), Brea (1), Canyon Lake (1), Corona (3), Costa Mesa (1), Crab Orchord, NE (1), Dana Point (3), Fallbrook (1), Fullerton (2), Glendora (1), Hawthorne (1), Hemet (1), Huntington Beach (4), Irvine (1), LA County (1), La Mirada (1), Laguna Hills (1), Laguna Niguel (2), **Lake Elsinore (8)**, Lake Forest (2), Lakewood (2), Long Beach (2), Moreno Valley (1), New Rochelle (1), Newport (1), Newprt Beach (1), Orange (2), Ortega Oaks (2), Oxnard (1), Quail Valley (1), Ramora (1), Redondo Beach (1), Riverside (5), San Bernardino (3), San Diego (2), San Juan Capistrano (2), San Marcos (1), San Pedro (1), Torrance (1), Trabuco Canyon (1), Vista (1), Westminster (4), Yuma, AZ (1).

## *Appendix D*

Significant exploratory findings for individual forests:

Independent variables = Ethnicity, Income, Paid before or not, Proximity to National Forests, Use frequency, and Investment (use-type)

on

Dependent variables = Need to charge, Understand reasons, Number of visits, Types of activities, Daily fees, and Annual fees

Individual forests listed in the order referenced in report:

- Los Padres
- Angeles
- San Bernardino
- Cleveland

### *FOREST: Los Padres*

Forests **need to charge** in order to maintain quality
By **Anglo and Minority**

| Source | D.F. | Sum of Squares | Mean Squares | F Ratio | F Prob. |
|---|---|---|---|---|---|
| Between Groups | 1 | 26.7147 | 26.7147 | **4.7673** | **.0331** |
| Within Groups | 58 | 325.0186 | 5.6038 | | |
| Total | 59 | 351.7333 | | | |

| Group | Count | Mean |
|---|---|---|
| Grp 0 | 14 | 5.14 (Minority) |
| Grp 1 | 46 | 3.57 (Anglo) |

### *FOREST: Los Padres*

Forests **need to charge** in order to maintain quality
By **I live less than 10 miles** from the national forest

Analysis of Variance

| Source | D.F. | Sum of Squares | Mean Squares | F Ratio | F Prob. |
|---|---|---|---|---|---|
| Between Groups | 1 | 28.8800 | 28.8800 | **5.3400** | **.0237** |
| Within Groups | 73 | 394.8000 | 5.4082 | | |
| Total | 74 | 423.6800 | | | |

| Group | Count | Mean |
|---|---|---|
| Grp 0 | 45 | 4.2667 (Do not live within 10 miles of forest) |
| Grp 1 | 30 | 3.0000 (Do live within 10 miles of forest) |

***FOREST: Los Padres***

Forests **need to charge** in order to maintain quality
By **high & low use**

Analysis of Variance

| Source | D.F. | Sum of Squares | Mean Squares | F Ratio | F Prob. |
|---|---|---|---|---|---|
| Between Groups | 1 | 43.3232 | 43.3232 | **8.3273** | **.0051** |
| Within Groups | 76 | 395.3947 | 5.2026 | | |
| Total | 77 | 438.7179 | | | |

| Group | Count | Mean |
|---|---|---|
| Grp 0 | 25 | 4.8800 (Low use, visit less than 6 times/year) |
| Grp 1 | 53 | 3.2830 (High use, visit 6 or more times/year) |

***FOREST: Los Padres***

Pass will not effect the **number of times I visit**
By I **have paid** to enter a public outdoor recreation site

Analysis of Variance

| Source | D.F. | Sum of Squares | Mean Squares | F Ratio | F Prob. |
|---|---|---|---|---|---|
| Between Groups | 1 | 24.9198 | 24.9198 | **4.7945** | **.0319** |
| Within Groups | 69 | 358.6295 | 5.1975 | | |
| Total | 70 | 383.5493 | | | |

| Group | Count | Mean |
|---|---|---|
| Grp 0 | 21 | 3.7619 (Have not paid) |
| Grp 1 | 50 | 5.0600 (Have paid) |

***FOREST: Los Padres***

**Pass will not effect the number of times I visit**
**By high & low use**

Analysis of Variance

| Source | D.F. | Sum of Squares | Mean Squares | F Ratio | F Prob. |
|---|---|---|---|---|---|
| Between Groups | 1 | 27.9855 | 27.9855 | **5.4982** | **.0218** |
| Within Groups | 71 | 361.3844 | 5.0899 | | |
| Total | 72 | 389.3699 | | | |

| Group | Count | Mean |
|---|---|---|
| Grp 0 | 24 | 5.5833 (Low use, visit less than 6 times/year) |
| Grp 1 | 49 | 4.2653 (High use, visit 6 or more times/year) |

***FOREST: Los Padres***

**Pass will not effect my activities in the forest**
**By high & low use**

Analysis of Variance

| Source | D.F. | Sum of Squares | Mean Squares | F Ratio | F Prob. |
|---|---|---|---|---|---|
| Between Groups | 1 | 27.6894 | 27.6894 | **5.2577** | **.0247** |
| Within Groups | 74 | 389.7185 | 5.2665 | | |
| Total | 75 | 417.4079 | | | |

| Group | Count | Mean |
|---|---|---|
| Grp 0 | 26 | 5.6923 (Low use, visit less than 6 times/year) |
| Grp 1 | 50 | 4.4200 (High use, visit 6 or more times/year) |

***FOREST: Los Padres***

**Reasonable daily cost for pass**
**By high & low use**

Analysis of Variance

| Source | D.F. | Sum of Squares | Mean Squares | F Ratio | F Prob. |
|---|---|---|---|---|---|
| Between Groups | 1 | 3.5993 | 3.5993 | **4.6493** | **.0339** |
| Within Groups | 85 | 65.8030 | .7742 | | |
| Total | 86 | 69.4023 | | | |

| Group | Count | Mean |
|---|---|---|
| Grp 0 | 33 | 2.6970 (Low use, visit less than 6 times/year) |
| Grp 1 | 54 | 2.2778 (High use, visit 6 or more times/year) |

***FOREST: Angeles***

Correlation for **income** and reasonable estimates of an **annual pass** fee.

| | YEARCOST |
|---|---|
| INCOME | **.1704** |
| | ( 213) |
| | **P= .013** |

***FOREST: Angeles***

Reasonable **daily cost** for pass
By I **have paid** to enter a public outdoor recreation site

Analysis of Variance

| Source | D.F. | Sum of Squares | Mean Squares | F Ratio | F Prob. |
|---|---|---|---|---|---|
| Between Groups | 1 | 3.5938 | 3.5938 | **5.2523** | **.0227** |
| Within Groups | 260 | 177.9023 | .6842 | | |
| Total | 261 | 181.4962 | | | |

| Group | Count | Mean |
|---|---|---|
| Grp 0 | 99 | 2.3535 (Have not paid) |
| Grp 1 | 163 | 2.5951 (Have paid) |

***FOREST: Angeles***

Reasonable **year cost** for pass
By I **have paid** to enter a public outdoor recreation site

Analysis of Variance

| Source | D.F. | Sum of Squares | Mean Squares | F Ratio | F Prob. |
|---|---|---|---|---|---|
| Between Groups | 1 | 9.7471 | 9.7471 | **4.4555** | **.0358** |
| Within Groups | 239 | 522.8504 | 2.1877 | | |
| Total | 240 | 532.5975 | | | |

| Group | Count | Mean |
|---|---|---|
| Grp 0 | 79 | 1.8987 (Have not paid) |
| Grp 1 | 162 | 2.3272(Have paid) |

***FOREST: Angeles***

Pass will not effect the **number of times I visit**
By I **live less than 10 miles** from the national forest

Analysis of Variance

| Source | D.F. | Sum of Squares | Mean Squares | F Ratio | F Prob. |
|---|---|---|---|---|---|
| Between Groups | 1 | 20.7506 | 20.7506 | **3.9731** | **.0475** |
| Within Groups | 223 | 1164.6894 | 5.2228 | | |
| Total | 224 | 1185.4400 | | | |

| Group | Count | Mean |
|---|---|---|
| Grp 0 | 161 | 4.7019 (Do not live within 10 miles of forest) |
| Grp 1 | 64 | 5.3750 (Do live within 10 miles of forest) |

***FOREST: Angeles***

Reasonable **yearly cost** for pass
By **high & low use**

Analysis of Variance

| Source | D.F. | Sum of Squares | Mean Squares | F Ratio | F Prob. |
|---|---|---|---|---|---|
| Between Groups | 1 | 18.0805 | 18.0805 | **8.5402** | **.0038** |
| Within Groups | 246 | 520.8066 | 2.1171 | | |
| Total | 247 | 538.8871 | | | |

| Group | Count | Mean |
|---|---|---|
| Grp 0 | 76 | 1.7632 (Low use, visit less than 6 times/year) |
| Grp 1 | 172 | 2.3488 (High use, visit 6 or more times/year) |

***FOREST: Angeles***

Reasonable **year cost** for pass
By I have **spoken with employees** of the national forest

Analysis of Variance

| Source | D.F. | Sum of Squares | Mean Squares | F Ratio | F Prob. |
|---|---|---|---|---|---|
| Between Groups | 1 | 13.5452 | 13.5452 | **6.2766** | **.0129** |
| Within Groups | 234 | 504.9803 | 2.1580 | | |
| Total | 235 | 518.5254 | | | |

| Group | Count | Mean |
|---|---|---|
| Grp 0 | 101 | 1.9010 (Have not spoken with employees) |
| Grp 1 | 135 | 2.3852 (Have spoken with employees) |

### *FOREST: San Bernardino*

Correlation for **income** and reasonable estimates of an **annual pass** fee.

| | YEARCOST |
|---|---|
| INCOME | **.3553** |
| | ( 67) |
| | **P= .003** |

### *FOREST: Cleveland*

Reasonable **year cost** for pass
By **high & low use**

Analysis of Variance

| Source | D.F. | Sum of Squares | Mean Squares | F Ratio | F Prob. |
|---|---|---|---|---|---|
| Between Groups | 1 | 15.7732 | 15.7732 | **6.6203** | **.0124** |
| Within Groups | 64 | 152.4843 | 2.3826 | | |
| Total | 65 | 168.2576 | | | |

| Group | Count | Mean |
|---|---|---|
| Grp 0 | 27 | 1.8519 (Low use, visit less than 6 times/year) |
| Grp 1 | 39 | 2.8462 (High use, visit 6 or more times/year) |

*FOREST: Cleveland*

Reasonable **daily cost** for pass
By **low, medium and high investment** activities

Analysis of Variance

| Source | D.F. | Sum of Squares | Mean Squares | F Ratio | F Prob. |
|---|---|---|---|---|---|
| Between Groups | 2 | 7.8829 | 3.9415 | **5.5674** | **.0073*** |
| Within Groups | 41 | 29.0262 | .7080 | | |
| Total | 43 | 36.9091 | | | |

| Group | Count | Mean |
|---|---|---|
| Grp 0 | 21 | 2.9048 (Low investment)* |
| Grp 1 | 20 | 2.3500 (Medium investment) |
| Grp 2 | 3 | 1.3333 (High investment)* |

* Post-hoc contrasts using Scheffe's estimates for alpha inflation determine that the mean effect is between the Low investment users and High investment users at p. < .05 in this sample.

## *Appendix E*

Significant exploratory findings for respondents from all forests combined on

Independent variables = Ethnicity, Income, Paid before or not, Proximity to National Forests, Use frequency, and Investment (use-type)

on

Dependent variables = Need to charge, Understand reasons, Number of visits, Types of activities, Daily fees, and Annual fees

Correlation for **income** by estimated **reasonable fee for annual pass**

| | YEARCOST |
|---|---|
| INCOME | **.1438** |
| | ( 403) |
| | **P= .004** |

**Pass will not effect my activities** in the forests
By I **have paid** to enter a public outdoor recreation site

Analysis of Variance

| Source | D.F. | Sum of Squares | Mean Squares | F Ratio | F Prob. |
|---|---|---|---|---|---|
| Between Groups | 1 | 28.0875 | 28.0875 | 5.8821 | .0157 |
| Within Groups | 434 | 2072.3964 | 4.7751 | | |
| Total | 435 | 2100.4839 | | | |

| Group | Count | Mean |
|---|---|---|
| Grp 0 | 144 | 4.6042 (Have not paid) |
| Grp 1 | 292 | 5.1438 (Have paid) |

**Reasonable daily cost for pass**
**By I have paid to enter a public outdoor recreation site**

Analysis of Variance

| Source | D.F. | Sum of Squares | Mean Squares | F Ratio | F Prob. |
|---|---|---|---|---|---|
| Between Groups | 1 | 5.9868 | 5.9868 | **8.5151** | **.0037** |
| Within Groups | 504 | 354.3531 | .7031 | | |
| Total | 505 | 360.3399 | | | |

| Group | Count | Mean |
|---|---|---|
| Grp 0 | 179 | 2.3352 (Have not paid) |
| Grp 1 | 327 | 2.5627 (Have paid) |

**Reasonable year cost for pass**
**By I have paid to enter a public outdoor recreation site**

Analysis of Variance

| Source | D.F. | Sum of Squares | Mean Squares | F Ratio | F Prob. |
|---|---|---|---|---|---|
| Between Groups | 1 | 8.5386 | 8.5386 | **3.6893** | **.0554** |
| Within Groups | 444 | 1027.5981 | 2.3144 | | |
| Total | 445 | 1036.1368 | | | |

| Group | Count | Mean |
|---|---|---|
| Grp 0 | 137 | 2.0949 (Have not paid) |
| Grp 1 | 309 | 2.3948 (Have paid) |

**Reasonable year cost** for pass
By **high & low use**

Analysis of Variance

| Source | D.F. | Sum of Squares | Mean Squares | F Ratio | F Prob. |
|---|---|---|---|---|---|
| Between Groups | 1 | 18.0673 | 18.0673 | **7.9522** | **.0050** |
| Within Groups | 453 | 1029.2162 | 2.2720 | | |
| Total | 454 | 1047.2835 | | | |

| Group | Count | Mean |
|---|---|---|
| Grp 0 | 161 | 2.0186 (Low use, visit less than 6 times/year) |
| Grp 1 | 294 | 2.4354 (High use, visit 6 or more times/year) |

**Reasonable year cost** for pass
By I **have spoken with employees** of the national forest

Analysis of Variance

| Source | D.F. | Sum of Squares | Mean Squares | F Ratio | F Prob. |
|---|---|---|---|---|---|
| Between Groups | 1 | 14.0509 | 14.0509 | **6.1070** | **.0138** |
| Within Groups | 437 | 1005.4343 | 2.3008 | | |
| Total | 438 | 1019.4852 | | | |

| Group | Count | Mean |
|---|---|---|
| Grp 0 | 181 | 2.0939 (Have not spoken with employees) |
| Grp 1 | 258 | 2.4574 (Have spoken with employees) |

## *Appendix F*

Open ended responses to the question, "Is there anything else you would like to tell us? (For example, do you have alternative ideas for raising money to make necessary site improvements?)"

- should be no charge
- on-site fund raisers
- volunteer program for free use of campgrounds
- rich people give money and get name on something
- tax paper companies who violate pollution laws
- low cost ($2) and residents discount
- keep forests clean
- larger OHV area
- I would support anything to preserve forests
- tax the rich
- tax money
- more officers to police current laws
- more officers to fine litterers
- more drinking fountains
- keep forest natural – less construction
- more police
- fine litterers or people with no fishing license
- get more volunteers
- cut foreign aid
- cut other programs
- reduce cutbacks
- it will cost more to run program than it will make
- against further closing of back roads
- registered OHV owners should be exempt from fee
- more OHV areas
- maintenance programs for teenagers should be here
- need an animal station to view animals
- have a store where you could buy supplies
- hope fee will alienate vandalism
- more monitoring of sites & bigger fines for litter
- take away useless govt programs and put it in park
- charge fee per person not per car
- fee reasonable if know where $ goes
- very opposed to fees for access & parking
- Sponsor areas for cleaning like the highway does
- backpackers don't impact the facilities much
- don't like the fee issue
- We have senior passes for forest areas
- free to taxpayers or property owners
- leave forests without guardrails
- strongly against it
- Stop for long stays but not for short stops
- don't like fees but probably necessary
- state govt. subsidy from state tax
- clean-up day for people to clean forest
- clean places like bathrooms
- ask all people to help the forests

- donation boxes at campgrounds
- fund-raisers for preservation of forests
- increase fines
- clean graffiti
- taxes
- any sports races like running
- charge more money per vehicle
- charge smokers extra
- guided tour/hikes for fundraising
- passes need to be convenient to buy
- fundraising events
- these are our forests...taxes should pay
- less money toward defense
- need more sites and charge $1 per CA tax payer
- federal govt should pay
- take money from BZ bomber project
- taxation
- more law enforcement fines go to land improvement
- want showers & dump station
- membership program with newsletter
- open theater for fund raising
- increase fees on weekends
- have juvenile offenders clean up
- use juvenile trustees to maintain forests
- have community service workers clean
- charge fees to use off-road trails
- fee appropriate, private lands not
- charge fee for use of off road trails
- ability to reserve with deposit campgrounds
- have music bands play for fee
- people are not aware of how much work behind forest
- I'm from Maryland and may not be good for survey
- road tolls
- charge something for each car once a month
- think we should be conscious of keeping Forests clean
- running water in restrooms
- clean restrooms
- fee is good but I won't come as much
- forests are one of the best features of area
- volunteers/govt.
- improve sanitary system so people don't pollute
- money should stay in the area for improvements
- better access to current maps and free guides
- more restrooms
- more law enforcement
- cut defense fund for military
- more parking lots
- getting volunteers to adopt a campground
- govt.
- enforce permits
- no extra charges for dogs
- believe our forests need all the protection we can
- money should go to site and not some politician
- some $ should be used for trail maintenance
- never heard of any of these passes
- rangers need to change attitude.. they discriminate
- organize trail clean-ups

- put in public dumps
- use volunteers for maint./Workfare?
- special rates for seniors?
- hiking permit fees
- music festivals, cook-offs
- charge vandals major fines
- Use volunteers
- cut staff, less signs
- cut staff, charge based of level of use
- sell food/souvenirs at ranger's sta.
- clean trash weekly
- Volunteer Forest Service Corps
- Use volunteers more efficiently
- sell leased land to permits
- sponsor race events
- encourage personal user responsibility
- prohibit sale of timber lands
- strong fines for littering/graffiti
- fines paid by litterers
- more shooting areas
- waive fees for volunteers
- sell stamps for fishing licenses
- fix bathrooms
- recycle bins
- discount passes for certain groups
- cent tax on hamburgers from McD to forests
- Booth at parking with drinks and snacks
- current tax level should be sufficient
- donation box
- take donations from people
- proposition.. if passes take money out of taxes
- try to keep parks as simple as possible
- Admission fees, sell water and snacks
- donation box for the rich
- walk-a-thon
- open snowy trail
- fine for littering
- funds for maint. only
- concession violation fines
- car washing
- phones
- use volunteers
- consider non park users as well
- Snow Park folks many provide benefit of exp. to us
- high fees okay
- fund-raisers
- I'm happy with the system
- more strict fines for defacement of prop & litterer
- its seems unfair that they are taking away free th
- we nature for free
- stop graffiti
- ask for volunteers
- fund-raisers, trash can, charity
- should not be charged...taxes should pay
- stop graffiti
- have photographers & charge

pancake breakfasts in camping facilities

- free passes for low income people
- more rangers
- fine litterers

more restrooms